

University of Dayton eCommons

News Releases

Marketing and Communications

4-30-2001

Local Economic Guru to Retire, Business and Economic Research Revenues Top \$1.5 Million

University of Dayton

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation

University of Dayton, "Local Economic Guru to Retire, Business and Economic Research Revenues Top \$1.5 Million" (2001). *News Releases*. 10418.

https://ecommons.udayton.edu/news_rls/10418

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.



April 30, 2001
Contact: Teri Rizvi
rizvi@udayton.edu

NEWS RELEASE

LOCAL ECONOMIC GURU TO RETIRE, BUSINESS AND ECONOMIC RESEARCH REVENUES TOP \$1.5 MILLION

DAYTON, Ohio — John Weiler has this uncanny ability to take what some consider a boring topic — economic news — and break it down in ways that people can understand.

During 15 years at the helm of the University of Dayton's Center for Business and Economic Research (CBER), Weiler has built the center into a \$1.5 million-a-year contract research and consulting operation, while devoting countless hours to interpreting Dayton's economic news for local reporters and media outlets ranging from the *New York Times* to National Public Radio.

He's retiring at the end of June after a 34-year career at UD, but hints that he'll still keep active as a consultant for CBER. CBER employs six professionals and dozens of UD students.

I like the phrase, 'I'll be working from home today,'" he said.

Weiler's common-sense approach and the center's reputation have generated business ranging from an economic impact study of minor league baseball in Dayton to an analysis that recommended the creation of a Port Authority to facilitate riverfront development. Recent projects include a marketing campaign for the Combined Health District, a survey evaluating the "Ohio Proud" marketing program for the Ohio Department of Agriculture and an annual analysis of local mortgage lending. Much of CBER's work is conducted in the Information Systems Laboratory, a video/research facility funded by a \$1 million gift from Reynolds & Reynolds during UD's capital campaign in the 1980s. Here, staff produce video productions, perform third-party evaluations on products and conduct focus groups.

-over-

OFFICE OF PUBLIC RELATIONS
300 College Park Dayton, Ohio 45469-1679
(937) 229-3241 (937) 229-3063 Fax
www.udayton.edu

Since 1993, Weiler, 62, has produced a quarterly economic forecast for National City Bank, and most have projected growth. His final one, due out in early May, will reflect the economic doldrums that have hit both the Miami Valley and the nation.

"The 1990s have been a wonderful time to forecast the economy," Weiler observed. "Although local CEOs have been fairly positive about the outlook, this one will be the most negative one we've ever done."

Kathy Hollingsworth, president and CEO of National City Bank, Southwest region, praised Weiler for the way he delivers economic news. As a bellwether of the local economy, he keeps his eyes squarely on economic trends and their impact on Dayton.

"He has certainly kept his hand on the pulse of the greater Dayton area economy," Hollingsworth said. "The value he brings is continuity from the number of years he's been doing it. He can look at various sectors and trends and communicate them exceptionally well."

Colleagues in the center praise him for his work ethic. "John always liked to say that we had a flexible work schedule here at CBER — any 18 out of the 24 hours we wished to work," said Pam Sherman, assistant director. Turning serious, she said, "John is the type of person who did whatever was necessary to get a job done. Although John did not invent the concept of teamwork, he is the embodiment of the teamwork concept."

An economics professor at UD since 1967, Weiler said the most enjoyable part of his job has been working with college students, who staff CBER's phone bank and conduct telephone surveys and work as research assistants. "Their employability, when they leave here, has been excellent," he said.

Weiler leaves Dayton on May 16 to teach a four-week UD course in comparative economics in Spain, then plans to take a break before jumping into consulting work.

"I've been here forever. I've been everything from campus revolutionary to the head of the center," he said. "It's been a real kick."